

INFORMATION AND COMMUNICATION SERVICES NIH - TASK ORDER

RFTOP# 37

TITLE: National Eye Health Education Program 10-Year Evaluation

PART I - REQUEST FOR TASK ORDER PROPOSALS

A. POINT OF CONTACT NAME: Anthony Revenis

Phone (301) 402-3073

Fax (301) 435-6101

Proposal Address:

6011 Executive Blvd. Rm 529S

Rockville, MD 20892-7663

Billing Address:

Accounts Payable, OFM, NIH

Bldg 31, Room B1B39

Bethesda, MD 20892-2045

B. PROPOSED PERIOD OF PERFORMANCE: Six (6) months from award.

C. PRICING METHOD: Cost plus fixed fee - Firm should provide a single price for the evaluation of the National Eye Health Education Program as outlined below. Price will be a factor in the determination of the firm that is selected for award.

D. PROPOSAL INSTRUCTIONS: Proposals should be submitted by e-mail to the above POC. Proposals should not exceed 20 pages. Please enter in the subject line the following text, "RFTOP# 37 – Proposal from (insert firm name)". A signed task order form (last page of the RFTOP) should also be faxed to 301-496-1072.

E. RESPONSE DUE DATE: September 7, 2001 at 3:00pm.

F. TASK DESCRIPTION:

The purpose of this task is to conduct a 10-year evaluation of the National Eye Institute's (NEI) National Eye Health Education Program (NEHEP). Information on the NEHEP can be found at www.nei.nih.gov/nehep/index.htm. A five-year evaluation report can be found at www.nei.nih.gov/nehep/pdf/1NEHEPS5years.pdf. This program is conducted within the NEI's Office of Communication, Health Education, and Public Liaison (OC). This includes the following:

1. Design and implement a review of the National Eye Health Education Program from 1991 through 2001 based on consultation with the Project Officer.
2. Identify and analyze data from the National Center for Health Statistics, CDC, and other sources on diabetic eye disease, glaucoma, low vision, and vision rehabilitation. Conduct a literature review and identify trends in prevalence, public knowledge, and behavior and trends in eye care and health care practice related to these topics.
3. Analyze the media coverage on the diabetic eye disease, glaucoma and low vision. This may include searching media databases, review of media reports, and

literature reviews. Some information on media campaigns will be provided by NEI.

4. Analyze the NEHEP Partnership and its activities related to the three NEHEP program areas. This may include interviews and review of programs/materials.
5. Present preliminary findings at the Sixth National Eye Health Education Conference in April 2002
6. Prepare a written final report for distribution to Partnership and other interested parties.

G. EVALUATION FACTORS

Technical Approach (40%) Contractors must demonstrate a thorough understanding of the task order requirements and experience with focus groups and other formative and impact evaluation methods. This includes creative and innovative approaches, and the assignment of tasks to experienced personnel. The proposal will be evaluated according to the soundness, practicality, and feasibility of the written description.

Staffing and Management (30%) Contractors must demonstrate experience of key personnel in supporting the planning and implementation of evaluation activities described in the task order. Contractors are to provide a staffing plan, including proposed labor hours, that demonstrates an understanding of the labor requirements of the task order, and a management plan that describes the contractor's approach to managing work and subcontract management, if applicable. As part of the staffing and management plan, the contractor shall summarize the relevant evaluation experience and skills of each of the individuals proposed for the task order

Management Experience (20%) Contractor must demonstrate experience related to the work outlined in this task order. No more than five relevant projects demonstrating the contractors experience should be provided.

Cost (10%) While price is not the most important evaluation factor, proposed prices will be considered in determining the firm that represents the best value to the government.

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PART II - CONTRACTOR'S REPLY:

TO # _____ **CONTRACT #263-01-D-0** _____

Contractor:

Points of Contact:

Phone-

Fax-

Address:

TOTAL ESTIMATED COST:

Pricing Method: Cost plus fixed fee

TOTAL ESTIMATED NUMBER OF HOURS:

PROPOSED COMPLETION DATE:

FOR THE CONTRACTOR:

Signature Date

SOURCE SELECTION:

WE HAVE REVIEWED ALL SUBMITTED PROPOSALS HAVE DETERMINED THIS FIRM
SUBMITTED THE BEST OVERALL PROPOSAL AND THE PRICE/COST IS REASONABLE.

Billing Reference # _____

Appropriations Data: _____

(ATTACH OBLIGATING DOCUMENT IF AN ROC WILL NOT BE USED.)

RECOMMENDED: _____

FAX # Signature - Project Officer Date

APPROVED: _____

FAX # Signature - Contracting Officer Date

NIH APPROVAL -

CONTRACTOR SHALL NOT EXCEED THE TASK ORDER AMOUNT WITHOUT THE WRITTEN APPROVAL
OF THE CONTRACTING OFFICER & ICS COORDINATOR

APPROVED: _____

Signature -Anthony M. Revenis, J.D., NIH-ICS Coordinator Date